

## CLAIMS

- 1/ A method of molding a cheese or milk product, wherein said product has a dry extract content lying in the range 25% to 50%, and a fat content by weight in the dry  
 5 extract lying in the range 30% to 75%, and a pH that lies preferably in the range 4.8 to 6, and wherein the method comprises:
- a) casting a melt of said product into at least one mold;
  - 10 b) cooling to cause at least a peripheral layer of the melt to congeal;
  - c) reheating the mold(s) to soften a surface region of said peripheral layer; and
  - d) unmolding the product.
- 15 *12/* 2/ A method according to claim 1, including a step, after casting a) and preferably during cooling b), of putting into place a stick for holding the product.
- 20 *3/* 3/ A method according to claim 1, including a step, after the unmolding d), of coating e) the product.
- 4/ A method according to claim 3, wherein said coating is performed by dipping.
- 25 *5/* 5/ A method according to claim 4, wherein the dipping is performed by using a bath whose temperature lies in the range 20°C to 90°C.
- 30 *6/* 6/ A method according to claim 3, wherein the coating of the product is accompanied by projecting solid pieces of size lying in the range 1 mm to 4 mm, for example, which pieces become fixed to the coating.
- 35 *7/* 7/ A method according to claim 6, wherein the solid pieces are selected from dried fruit and/or dehydrated fruit and/or vegetables and/or spices and/or flavoring.

8/ A method according to claim 3, wherein the coating is made out of a material, in particular a gel, which does not adhere to a material for packaging the product, such as a plastics tray.

9/ A method according to claim 1, including a step after the unmolding d), and where appropriate after the coating e), of packaging the product under a modified atmosphere.

10/ A method according to claim 1, wherein the casting is performed into at least one recyclable mold, and at a temperature of at least 50°C.

11/ A method according to claim 1, wherein said cooling b) is performed in a brine whose temperature lies in the range -10°C to -40°C.

12/ A method according to claim 1, wherein the cooling b) is performed in such a manner that the temperature of the product, at least in said congealed peripheral layer, lies in the range -4°C to -20°C.

13/ A method according to claim 11, wherein the duration of the cooling is less than 3 minutes.

14/ A method according to claim 1, wherein the reheating c) is performed by dipping in water at a temperature lying in the range 15°C to 60°C.

15/ A method according to claim 1, wherein during unmolding, the temperature of the product, at least in the portion of the peripheral layer that remains congealed, lies in the range -2°C to -18°C.

16/ A method according to claim 1, wherein the casting a) is performed in a plurality of stages so as to make a

product built up of a plurality of layers and/or a product having a filling.

- 17/ A soft cheese or milk product made by molding and  
5 wherein its dry extract content lies in the range 25% to 50%, its fat content in the dry extract lies in the range 30% to 75% by weight, and its pH preferably lies in the range 4.8 to 6.
- 10 18/ A product according to claim 17, having a coating imparting mechanical strength and/or non-stick properties to the product in packaging such as a tray.

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